

**MINUTES OF THE BOARD OF DIRECTORS  
HOLLYWOOD PROPERTY OWNERS ALLIANCE  
May 21, 2009**

Directors Present	Thaddeus Smith, V.P.	The Music Box Theater
	Frank Stephan, Treasurer	The Clarett Group
	Michael Gargano, Secretary	Argent Ventures and Millennium Partners
	Shawn Ingram	My Friend's Place
	Don Jacinto	Hollywood Roosevelt
	Ron Radachy	Oasis of Hollywood
	Hilary Royce	Church of Scientology International
	John Tronson	Tronson Investment Group
	Monica Yamada	CIM Group, Inc.
	Neelura Bell	CRA/LA - (Ex-officio Member)
Directors Absent	Chris Bonbright, President	Whitley Court Partners
	Greg Angelo	METRO
	Aziz Banayan	Algert Co., Inc.
	Jeff Cohen	Gatehouse Capital
	Nathan Korman	NBK, LLC
	Jan Martin	AMDA
	Jose Malagon	Hollywood Media Center
	Tej Sundher	Hollywood Wax Museum
	Captain Beatrice Girmala	LAPD - (Ex-officio Member)
	David Green	Nederlander Organization - (Ex-officio Member)
	Leron Gubler	Hollywood Chamber of Commerce- (Ex-officio Member)
Staff	Kerry Morrison	HPOA
	Sarah MacPherson	HPOA
	Joe Mariani Jr.	HPOA
	Katie Zandona	HPOA
	Joe Salazar	Andrews International
Guests	Gary Clemmer	Hollywood UMC/ Ecclesia Hollywood
	Dylan Kendall	Hollywood Arts
	Sam Mistrano	LAUSD
	Sharyn Romano	HBT

#### I. Call to Order

The meeting was called to order by Vice President Thaddeus Smith at 4:06 p.m.

#### II. Public Comment

Sam Mistrano spoke to the board about the proposed LAUSD apartment project across the street from Selma Elementary at the corner of Selma Avenue and Cherokee Avenue. The project would contain 60 below market rental units that would be available for LAUSD employees. The project would also contain two and a half levels of underground parking.

Sharyn Romano talked about H/LABT's annual fund raising event on June 17, 2009. All board members were invited to attend.

Dylan Kendall informed the board of the Hollywood Arts Center and the various programs they have in the community. The Center's lease will be expiring after next year and they are actively searching for a new space to lease. She asked if any board members knew of any available properties to please let her know.

Gary Clemmer read a letter on behalf of Mark Stephenson, Hollywood United Methodist Church, which asked that the board consider opposing the L.A. Marathon's change of route to run through Hollywood and the proposed schedule change to move the Marathon back to Sunday. The letter stated that many of the organizations, like the Church, which operate on Sundays would be heavily impacted by the event.

Ron Radachy invited the board to attend the first ever "Road to Your Dreams Car Show" The Oasis of Hollywood along with various partners will be hosting a car show on Ivar Avenue on June 7, 2009 from 12 p.m. to 5 p.m. The show is designed to help motivate youth aged students to finish high school and pursue continued education.

#### III. Approval of Minutes

**It was moved by Monica Yamada, seconded by John Tronson and CARRIED to approve the minutes from the board's April 16, 2009 meeting. Unanimously approved.**

#### IV. Treasurer's Report

##### A. Treasurer's Report:

1. Morrison informed the board that there were no significant variances to report since the board's last meeting. However, there was a positive variance in Security, and a negative variance in rent, which was already approved by the board at their February 19, 2009 meeting. The May income received was higher than expected, and thus far, it appears as though delinquencies will be less than 5%. It was also noted that the HED 04-08 account has now become a special projects account.

**It was moved by Monica Yamada, seconded by Shawn Ingram and CARRIED to approve the Treasurer's Report from April 30, 2009. Unanimously approved.**

2. 2008 Tax Return for Review and Approval by Board: Morrison reported that under new non-profit reporting principles it is highly recommended that the board review and approve this year's tax return. Morrison will email the report to the board members, once it is completed, and a formal vote will occur next month.

## V. Committee/Activity Reports

### A. Streetscape Committee

1. Next Steps on Urban Design Plan: Neelura Bell reported on the next steps for the Hollywood Plan. Currently the consultant is still reviewing the feedback he received from the property owners meeting. Further, there will be another meeting with the Advisory Committee and then a community open house in the summer.

2. ECCA Alley Initiative: MacPherson reported that two meetings were held this month regarding the alley. One of which was with the Bureau of Engineering, where the bureau gave a presentation on some of the aspects of the alley. A public hearing will be held on July 28, 2009 at which time property owners will have the opportunity to support or oppose the pedestrian mall ordinance.

3. Moving of Clean Street Crew Headquarters: MacPherson informed the board that the crew's current location at the Selma Elementary School parking lot is will be lost given plans to construct housing on the site. In preparation, staff has actively engaged in trying to find the crew a new headquarters. Newport Capital Advisors has shown the staff a potential space the crew could utilize until a more permanent location is determined.

4. Clean Street Recognition: Sarah MacPherson, on behalf of Captain Girmala and the LAPD, recognized Gilbert Perez from Clean Street, for his contribution to the beautification of the Hollywood Community Station in preparation for their May 7, 2009 inspection.

### B. Marketing Committee:

1. Demographic Research Initiative: Katie Zandona gave an update on the next steps in the Demographic Research Campaign (a joint effort of the Hollywood and Sunset BIDs and Chamber). Zandona reported on a meeting in which the Downtown L.A. BID reported on their study and its cost (approximately \$45,000) A draft RFP has been developed and potential research firms are being gathered.

2. Hollywood as a Campus Update: A second meeting was held last month with the various schools in Hollywood. Zandona informed the board that the group is looking to possibly have a community-wide open house initiative in November 2009.

3. Hail A Taxi Update: Zandona passed around a proof to the board of the Hail A Taxi signs that would be installed in both BIDs during the month of June to increase public awareness of the program.

4. Visitor's Guide Update: Zandona briefly mentioned that map sales are continuing to move ahead; so far she has secured around \$65,000 in sales.

5. Family Circle Article: An article was recently run in Family Circle magazine that depicted popular locations to check out while on vacation. The Hollywood Entertainment District was featured.

### C. Security Committee

1. Report from Captain Girmala Regarding Deployment Plans for Hollywood:

John Tronson informed the board that Captain Girmala has publicly announced that she has secured 40 additional officers for the Hollywood Community Station. The Captain was inspired to petition for the extra officers after notified that L.A. Live had received an influx of officers due to the heavy concentration of venues located in the area. The 40 additional officers will specifically be deployed in the box area.

2. Report from May Security Committee Meeting: John Tronson briefed the board on some of the discussions that occurred during the May Security Committee Meeting. Tronson updated the board on the status of the possible change in consumption hours for bars and restaurants in Hollywood. Tronson told the board that the Committee feels as though the issue is a state one and the Committee felt the BIDs should stay out of the discussion for the time being. The Committee also brought up the growing concern with the increase of medical marijuana clinics appearing in the BID area. Several committee members mentioned that these clinics were often times very aggressive in their business practices and lease agreements. Will Rivera has agreed to do a presentation at the next Security Committee Meeting on the issue.

3. Andrews International Update: Joe Salazar briefed the board on Andrews' activities within the BID over the last month. Salazar noted that the BID patrol has been very busy with a large increase in radio calls compared to previous years. Tronson also informed the board that Andrews late night deployment hours have been switched back to their previous cut off time due to the fact that the teams had very little impact at night. With the influx of patrons and increased traffic in the area, Andrews teams were finding it very difficult to move through the BID to accomplish their tasks. Tronson had met with Morrison, board president Chris Bonbright, Steve Seyler and Captain Girmala to discuss the change before it occurred.

4. Homeless Connect Day: MacPherson informed the board that this year's Connect Day will be taking place on Thursday, June 25, 2009 at the Music Box Theatre. Board members were encouraged to sign up and volunteer for the event by contacting Sarah MacPherson for more information.

#### VI. HPOA Business

None

#### VII. New Business

A. "State of the BID's" Video and Presentation to City Council: Joe Mariani gave an update on the April 21 presentation that was made by the L.A. BID Consortium to City Council to better inform the Council of the important role Business Improvement Districts play throughout the City of Los Angeles. The Consortium, with the help of Cerrell Associates, put together a report and five minute video to aid in delivering this message to council. In addition, the Consortium also asked City Council for a few requests to help better aid BIDs in their communication with the City. Mariani played the five minute video and distributed the reports for the board to review. Morrison thanked the board for their financial contribution to the effort.

B. Consider Adopting Formal Position Regarding New Proposed Route for LA Marathon to Return to Hollywood in 2010: Morrison informed the board that there were two issues being presented. The first is a proposed possible change to the current Marathon contract that would

move the marathon from a holiday Monday back to Sundays, which has often times caused a problem for organizations and churches in the community. In addition to this there is also a proposition to change the marathon route so that it would once again run through Hollywood. The board discussed both topics and felt that at this time a decision could not be reached in regards to the route change, however the board did feel that the current contract (scheduling the marathon for a holiday Monday) was a good idea.

**It was moved by John Tronson, seconded by Monica Yamada and CARRIED to support no change to the current marathon contract. Abstained: Frank Stephan**

#### VIII. Report from Executive Director

##### A. Ending Homelessness Initiatives

1. ULI Project 1000: Morrison said that Hollywood was selected as one of the test communities for the project. As more details become available she will let the board know.

2. LA Chamber/United Way Business Symposium: Morrison has been invited to speak on a panel geared toward engaging the business community in the goal of ending homelessness in Los Angeles. The discussion will be hosted by the Los Angeles Chamber of Commerce and the United Way and will take place on Wednesday, May 27, 2009.

3. Lunch Meeting with Downtown DC BID Homeless Coordinator: Following the Symposium, Morrison informed the board that Chet Gray from the Washington DC BID will be at the Andrews office for lunch on May 28, 2009 to answer any questions pertaining to how the DC BID is accomplishing ending homelessness in their area. Board members were encouraged to RSVP to Brian Barth at the HPOA office.

B. All Property Owners Meeting: Morrison announced that this year's Hollywood Entertainment District All Property Owners Meeting will be taking place on Wednesday, July 1, 2009 from 4:30 p.m. - 6 p.m. at the Montalban Theater.

#### VIII. Next Meeting

The next meeting was scheduled for June 18, 2009 at 4 p.m. in Suite 200 of the Taft Building (1680 Vine St., Los Angeles, CA. 90028).

#### IX. Adjournment

There being no further business the meeting was adjourned by Board Vice President Thaddeus Smith at 5: 37 p.m.